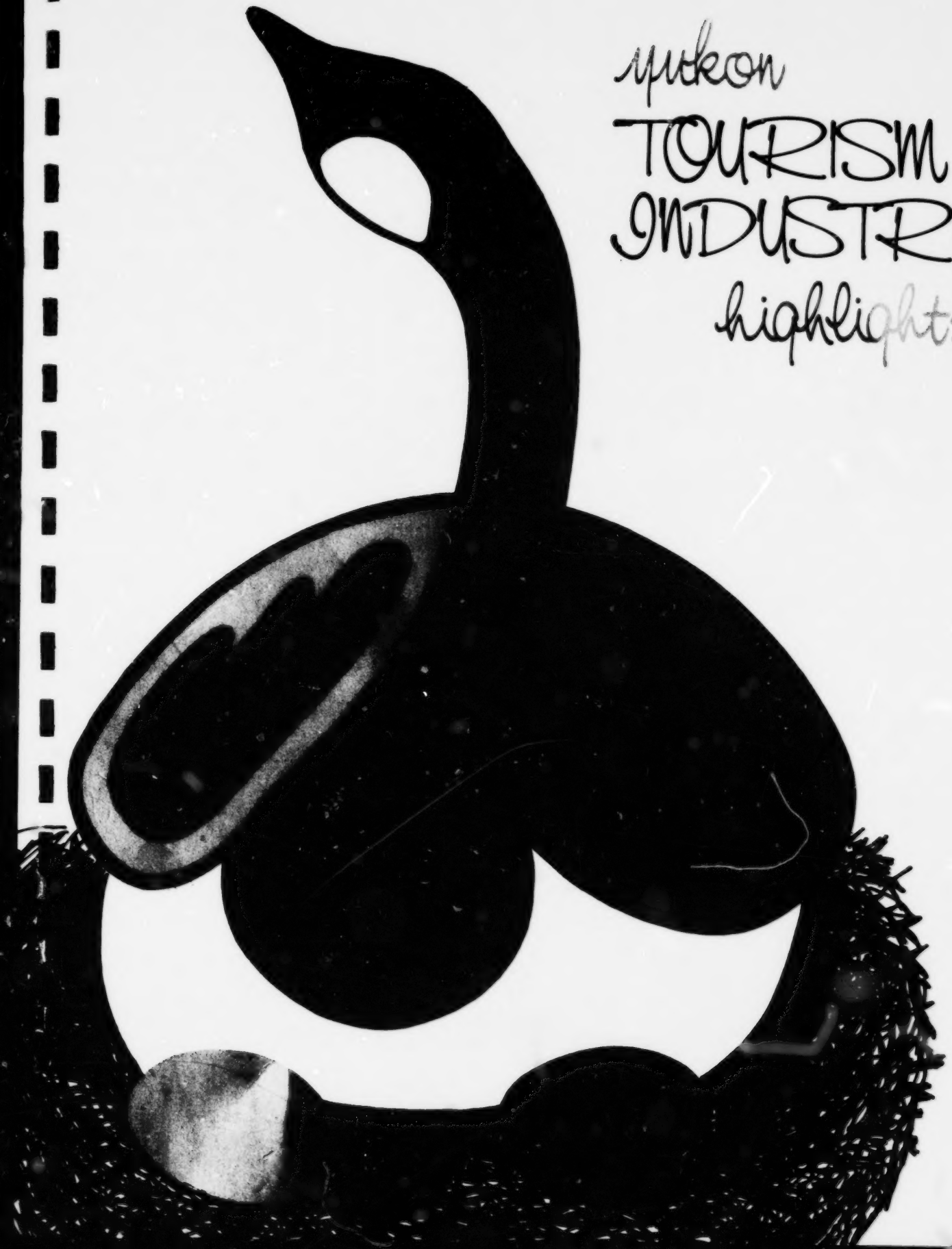
yukon TOURISM INDUSTRY highlights



yukon TOURISM INDUSTRY highlights

1984 Annual Report

Yukon
Tourism
Dan Lang, Minister

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Cover art by Ye Sa To Publications

YUKON TOURISM 1984
INDUSTRY HIGHLIGHTS

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SECTION I

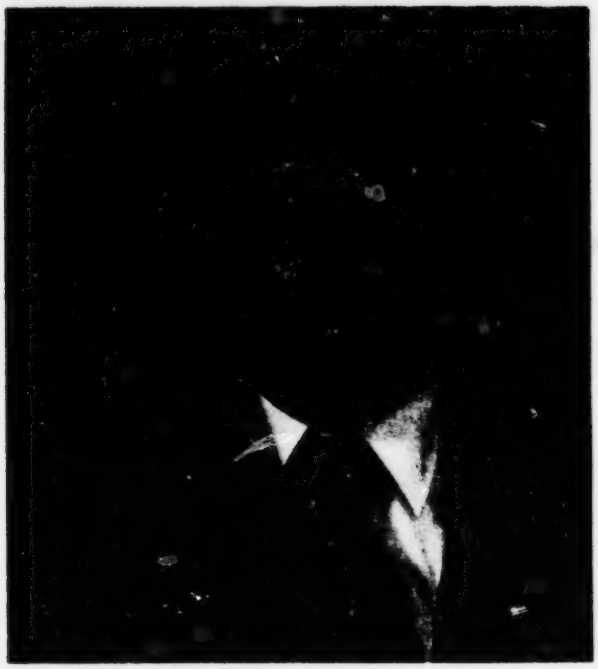
FOREWORD

This fourteenth annual tourism industry report could not have been produced without the active co-operation of many organizations and people. Transportation companies, operators of Yukon's various attractions, industry groups such as the YVA and KVA, and individuals in the many government agencies involved in tourism have all contributed to this report and we appreciate their efforts.

Within Tourism Yukon, virtually everyone on staff plays a part in delivering the "Highlights". Co-ordination of the parts of this report was handled by Marlene Gray, who also compiled, analyzed, wrote and laid out this 1984 edition. Word processing (the 1984 version of typing) was diligently carried out by Charlene Armstrong.

Russell D. Graham
Development Section
Tourism Yukon

Minister's Comments



The performance of Yukon's tourism industry in 1984 underscores once again the significance of the industry as the leading sector of the Yukon economy.

The purpose of this fourteenth annual Yukon Tourism Industry Highlights report is to document that performance and describe prevalent trends so that government and members of the industry can make the most informed decisions possible.

Timely and descriptive data is essential to the co-operative efforts of government and the private sector to develop our economy, and it is our hope that publications such as this report will facilitate that development process.

Dan Lang
Minister of Tourism

EXECUTIVE SUMMARY

The tourism industry remained the leading sector in the Yukon economy once again in 1984, largely as a result of increased public and private sector support, and the fact that virtually all of the Yukon's operating mines remained closed for the second consecutive year.

Border Crossings during the calendar year totalled 422,000, the highest number ever recorded, and a 7% increase over 1983. As in 1983, highway travellers accounted for 86% of that total, but within this highway group, 74% travelled by personal vehicle and 13% by motorcoach. This represents a decrease in motorcoach travel of 4 percentage points from 1983, and an increase of 5 percentage points over 1983 of individuals travelling by personal vehicle. Air traffic decreased slightly, from 14% in 1983 to 13% in 1984.

Total visitor expenditures for 1984 are estimated at $82 million, which represents a 6% increase over last year's expenditures of $77 million.

Visitor origins remained relatively stable in 1984. Visitors from the U.S. accounted for 62% of total summer visitors, unchanged from 1983. Canadian origins also remained the same, at 30%. Foreign-originating visitors decreased their share slightly from 9% in 1983 to 8% in 1984. Of the U.S. visitors, Alaska and the Pacific Region accounted for 35% of the total. Alberta and B.C. jointly represented half of the visitors originating in Canada, while Germany accounted for one-third of Yukon's overseas visitors.

In the accommodation sector of the tourism industry, there are a total of 84 fixed-roof establishments which offer 1990 units. This represents an increase of 4 fixed-roofed establishments over 1983 and an additional 42 units from 1983 figures. Nearly 80% of these establishments operate year-round.

On the whole, attendance at tourist attractions, events and information centres was greater in all areas than previous years. Building permits for tourism-related construction activity amounted to $2.5 million in 1984.

DEVELOPMENT ACTIVITIES

Public sector support of the tourism industry continued with the introduction of several new development programs in 1984.

- In June, the Federal and Territorial Governments signed the Economic Development Agreement, under which four sectors will benefit: Renewable Resources, Mineral Resources, Economic Planning and Tourism. Following the federal election, negotiations with the Federal Government began in earnest, and by early 1985, the parties had arrived at an agreement in principle. Of the $10 million fund anticipated under the Tourism Sub-agreement, the Federal Government will contribute $8 million and the Yukon Territorial Government will contribute $2 million over 5 years, to implement such programs as Tourism Industry Support, Marketing, and Product Development.

- An Expo '86 Co-ordinator was hired under a 3-year contract to develop Yukon's exhibit in the World's Fair. The objectives of Yukon's participation in the World's Fair are threefold: to promote tourist visits to Yukon, to promote economic development in Yukon, and to raise public awareness and knowledge of Yukon. With the main theme of the Fair being "Transportation", the Yukon Pavilion will include, among others, stories about paddlewheelers, White Pass Railway, Klondike Gold Rush and Native history. This is Yukon's first large-scale participation in a World's Fair, and the pavilion expects

to process 750,000 visitors during the May - October period.

- The Tourism Incentives Program, a one-year, $500,000 program, was implemented April 1, 1984. This program was funded solely by the Yukon Territorial Government and administered by the Department of Tourism, Recreation and Culture. Incentive grants were designed to stimulate the creation, expansion, and improvement of tourist-related enterprises or activities. The Tourism Incentives Program expired on March 31, 1985.

- The $2.2 million Tourism and Small Business Incentives Program expired March 31, 1984. This program was designed to stimulate the creation and expansion of small business enterprises and other undertakings in service sectors. The sectors benefitting from the TSBIP included accommodation, wilderness/adventure travel, supply and service, and heritage projects. The rebuilding of the Midnight Sun Hotel in Dawson is an example of one of the projects given assistance under the accommodation sector of this program. This 20-room hotel will help ease the current shortage of services and accommodations in that community during the May - September tourist season. Also

given assistance was the Yukon Quest Dog Sled Race for promotion and expansion.

- Late in 1984, a new Business Loans Program was announced by the Yukon Government. The Program offers low-interest loans of up to 25% of capital costs to qualified small businesses (under $2 million in sales). Following a favorable early response by the business community, the Program was continued in 1985.

- The White Pass and Yukon Route narrow guage railway has not operated since 1982, due primarily to the closure of Cypress Anvil Mine in Faro, which was responsible for 70% of the railway's revenue. Efforts were underway in 1984 to re-open the railway on a limited basis in Skagway. Following negotiations with the union, however, White Pass concluded that operating the railway, even on a small scale, would not be viable.

- In excess of 5000 letters were received in protest of the Territorial Government's implementation of a predator control program, aimed at wolves and grizzly bear. Tourism expenditures and volumes in 1984 indicate that the resistance to these programs has had no immediate affect on tourism industry performance.

MARKETING ACTIVITIES

- In 1984, several new marketing initiatives were undertaken. These included 40,000 copies of a 16-page, full colour Yukon Summer Adventures Guide, listing the products and services offered by Yukon adventure operators. In addition, 50,000 "Day Trip Tours and Activities" brochures were distributed to visitors and residents of the Territory.

- Other marketing initiatives in 1984 included the production of foreign language brochures in German and French, the latter distributed in Quebec as well as Europe, and the design and printing of a new summer brochure shell. These brochures were distributed nationally and internationally through Tourism Canada Offices, wholesalers and tour operators.

- The Marketing section of the Department of Tourism also provided assistance in the form of expertise to the communities of Watson Lake, Dawson City and Whitehorse for the production of community brochures.

- Also in 1984, 70,000 inquiries for Yukon travel information were fulfilled by copies of the Yukon Vacation Guide. An additional 140,000 Guides were distributed through automobile associations, Tourism Canada, and hotels and travel information centres.

- A total of 19,000 Yukon Travel Agent Manuals were distributed in 1984. Of these, 7,000 manuals were

distributed as a direct response to specific requests (10% of which were from Canada, 3% from Overseas, and 87% from the USA). The remainder of Travel Agent Manuals were distributed through tour operators, airlines, Tourism Canada, trade shows and travel agent seminars.

- Tourism Yukon also participated in ITB in Berlin (the largest professional travel trade show in the world) and, through Canada West, was represented at trade seminars elsewhere in Europe.

- Further steps were taken to develop the Japanese market by hosting 7 media personnel and 12 Japanese tour wholesalers who took part in a five-day familiarization tour.

- Marketplaces for the travel agent, and 1984 trade shows in which Tourism Yukon participated or was represented, include Toronto, Montreal, Ottawa, London, Edmonton, Vancouver and Victoria in Canada, and the States of Washington, California, Arizona, Texas, Florida, the Carolinas and New England.

- The Yukon Co-operative Tourism Marketing Committee continued as a co-ordinating and advisory agency for the marketing of Yukon tourism. Established in 1981 and composed of representatives from industry and government, the committee guided the joint marketing program with the State of Alaska, participation in consumer travel shows, travel events promotions and overseas marketing.

- The joint advertising program with the State of Alaska continued in 1984 and generated over 17,000 responses. A further 32,000 inquiries resulted from Yukon/Alaska advertisements in Reader's Digest, McLeans and Time (Canada) magazines.

- To further promote travel to the Yukon, 77 travel influencers were hosted in 1984. Of these, 23 were tour wholesalers and 54 were writers and film crews from such diverse locations as Germany, France, Italy, Britain, Japan and the US, as well as Canada.

- Consumer travel shows in Anchorage, San Francisco, Toronto, Minneapolis, Milwaukee, Seattle and London, Ontario generated 15719 inquiries and a further 2832 inquiries resulted from the "Arizona Charlie Meadows" promotional tour of California and Arizona.

SECTION II

TOURISM AND TOURISTS

In the past, the tourism industry has been considered the Yukon's third largest employer, after mining and government, and the second largest private sector industry, after mining. With the recent downturn of mining in the Territory, the tourism industry has taken on an unaccustomed role as the leading private sector industry in terms of revenue generated for the Yukon economy. In total, in excess of 500 private and public sector businesses and enterprises derive significant portions of their revenue from tourist expenditures.

By definition, tourism is the business of catering to the needs and wants of travellers. A tourist is a person who travels away from his/her residence for purposes other than establishing a permanent residence, setting up a business enterprise, or obtaining employment.

In practice then, the tourism industry consists of those businesses which provide goods, facilities and services which are used by the traveller. Traditionally, the tourism industry is divided into six sectors:

- Transportation;
- Accommodation;
- Food and beverage services;
- Events and attractions;
- Recreation, entertainment and miscellaneous services;

- Distribution channels, the businesses through which tourism products and services are distributed to the consumer, such as retail travel agents, tour wholesalers, and various reservations services.

A tourist is a person who uses some or all of these facilities and services while travelling. That person's motivation for travel might be recreation, sightseeing, conventions, business, scientific, visiting friends and relatives, or participating in any other type of activity other than the exceptions noted earlier.

It is readily apparent that the vast majority of travellers in Yukon are tourists. Two main categories of tourists travel in Yukon - Yukon residents, and non-resident visitors to the Territory, both of whom are important to the tourism industry. Visitors traditionally arrive during a relatively short season, from May to September, which lasts about 110-120 days. Residents are more likely to travel during a longer season, with many taking advantage of outdoor related activities such as skiing, hunting and fishing. In terms of revenue generation, businesses derive most of their tourism income during the summer, but are often sustained over a longer season or throughout the balance of the year by a smaller number of non-resident visitors and resident Yukoners travelling in the off-season.

TABLE #1

PROFILE OF YUKON TOURISM INDUSTRY
SAMPLE LISTING OF FACILITIES & SERVICES BENEFITTING FROM TOURISM

Benefitting Sectors	Benefitting Facilities & Services	Approx. Numbers
Transportation Sector	* Air carriers offering scheduled services:	3
	* Air carriers offering charters but not scheduled service:	13
	* Vehicle rental companies (cars/campers):	9
	* Bus companies offering scheduled/charter services:	8
	* Auto service stations:	50+-
Accommodation Sector	* Fixed roof accommodation establishments (hotels, motels, highway lodges):	80
	* Commercially operated campgrounds:	27
	* Government operated campgrounds:	50
Food & Beverage Sector	* Cafés, lounges & dining rooms associated with accommodation establishments:	125
	* Cafés, restaurants & fast food outlets not associated with accommodation establishments:	24
	* Government Liquor Stores/Commercial outlets:	50
	* Grocery Stores:	17
Events & Attractions Sector	* Events, including craft fairs, festivals, etc.	45
	* Commercially operated attractions:	10+-
	* Government operated attractions/historic sites:	11=
	* Government operated visitor information/ interpretation centres:	6
	* Museums which charge admission:	4+
	* Boat tours:	3
	* Yukon artists and producers of handicrafts selling directly and through fairs, stores and co-ops:	248+
Recreation Entertainment and Miscellaneous Services	* Sporting goods/ recreational equipment stores:	13
	* Wilderness tour operators offering wilderness experience vacations, fishing lodge vacations, rentals of canoes, etc.:	58
	* Big game outfitters:	20
	* Live theatres, movie cinemas, games centres, bowling alleys, arenas, etc.:	8
	* Camera/film retailers, laundromats, drug stores, etc.:	32+-
Distribution Channels	* Travel agencies:	5
	* General tour operators/ground operators:	2+
	* Visitor associations:	2+

MEASURING TOURISM ACTIVITY

Statistical measurement of all of tourism activity is done on an ongoing but piecemeal basis due to the high costs of obtaining comprehensive data. The number of resident and non-resident tourists travelling in Yukon or visiting any given community is not known precisely, nor is the total impact of the tourism industry on the Yukon economy known with a great degree of certainty. Over the past twelve years, however,a series of indicators have been developed to provide current measurements and trend data on the industry.

This report presents current data and trend analyses on a number of these indicators of tourism activity. Data on the number of persons entering Yukon is used to assess and predict changes in the numbers of Canadians and foreign visitors travelling into and within Yukon. At the regional and community level, data is included on the number of persons throughout the Territory, as an indicator of tourist movement in each area. Also at the regional level, measurements of the size and capacity of the accommodation sector are provided, since the ability of regions to accommodate visitors who are unable to camp or visit friends and relatives is directly related to the supply of fixed roof commercial accommodation. Finally, as an overall measurement of tourism activity in the Territory, estimates have been made of the economic contribution of visitors and travelling Yukoners to the Territorial economy through direct expenditures. These estimates are based on research conducted during the past five years into the

characteristics and travel patterns of visitors to Yukon.

SEASONALITY OF VISITOR TRAFFIC ENTERING YUKON

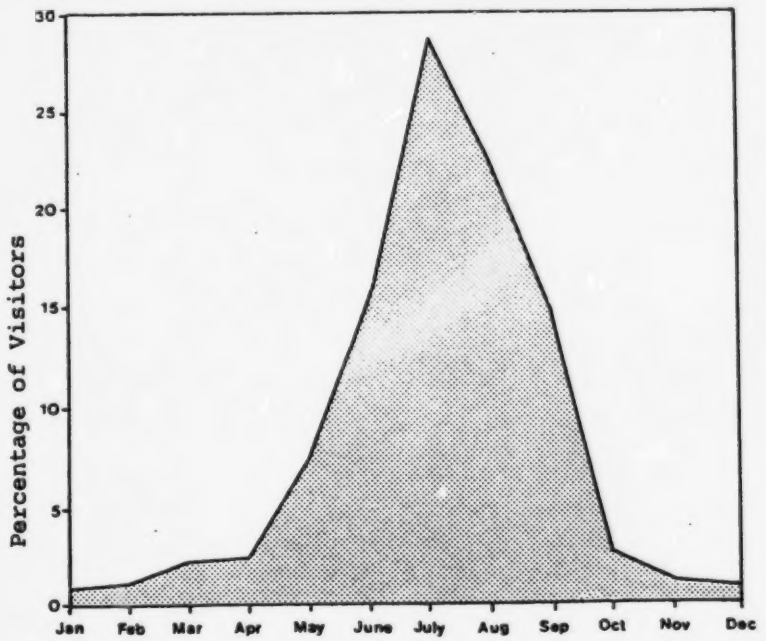
Most Canadian tourist destination regions are blessed or plagued by dramatically cyclical patterns of tourist visitation each year. This is equally true for Yukon, as Table #2 illustrates. This cyclical pattern of very high visitor volumes in summer - the peak season - preceded and followed by comparatively low visitor volumes between October and April - the low season - is known as seasonality.

Seasonality is a blessing to many tourism business operators who work 18 hour days from May to September, employing the sudden flood of students and transient labour which materializes during the warmer months. Once the season is over, many of these operators are able to shut down, and devote the colder months to upgrading their businesses, marketing their products to attract next year's visitors, and enjoying a well deserved rest or vacation. But seasonality can also be a plague. With visitor traffic peaking during the summer months, costly visitor facilities strain to meet the demand, and are then suddenly empty. Local residents on the one hand must compete with visitors to get into areas of common interest, such as fishing spots, restaurants, recreation areas, and favorite stores, and then, on the other hand, find many of these amenities closed or out-of-season once the tourists are gone. This is particularly true in smaller communities, such as Dawson, where most hotels, bars, restaurants and stores operate seasonally.

Tourism in Yukon will continue to be a seasonal industry in the foreseeable future. However, marketing of winter activities and attractions by industry and government alike will help to stabilize tourism traffic in key areas, reducing the strain on visitor facilities and providing multi-season employment for Yukoners as it becomes economically viable for more businesses to stay open to cater to this growing clientele.

TABLE #2

PERCENT DISTRIBUTION OF VISITORS AND RETURNING CANADIANS ENTERING YUKON, BY MONTH IN 1984.



METHODOLOGY AND SOURCES

The data presented in this statistical report are taken from various primary and secondary sources, as well as from research conducted by the Department of Tourism.

HIGHWAY BORDER CROSSINGS

Border crossing counts are extracted from Statistics Canada International Travel Reports, covering all modes of international traffic from Alaska, and entering Yukon at Beaver Creek, Dawson City, Pleasant Camp on the Haines Road and Fraser on the Klondike Highway.

Since Watson Lake on the Alaska Highway is not an international boundary, the number of persons who enter Yukon at this point is estimated on the basis of a 1972 traffic count conducted by the Department of Tourism, and on the basis of traffic variations at Beaver Creek, Yukon's second Alaska entry point. Because the traffic count is somewhat outdated and figures based on Beaver Creek traffic volumes are only estimates, the Watson Lake figures should be used with caution.

Border Crossings figures from 1978 and more recent years are obtained from Statistics Canada International Travel figures. Prior to 1978, border crossing figures were derived from Canada Customs records. By using two sources to calculate border crossings, some minor inconsistencies and over-estimates have occurred in previously published material, and the percentage differences range from -2% to +4.5%.

Highway border crossing data provided by Statistics Canada distinguishes between returning Canadian and U.S. residents entering Canada from Alaska, and provides additional information on the numbers of such tourists travelling by personal vehicle and motorcoach. Statistics Canada has also determined the number of people staying less than one day, and the number staying one night or more.

Although this method of compilation and information gathering provides a relatively comprehensive picture of Yukon border crossings, at least three groups are unrepresented:

- auto travellers on the Alaska Highway entering Yukon at Watson Lake at any time other than the peak May-September season;
- domestic air charter passengers flying on airlines other than scheduled carriers;
- and domestic private aircraft travellers. [1]

GROSS EXPENDITURES

Before 1975, Gross Expenditure figures, are estimates based on projections from data collected during two visitor surveys in 1962 and 1966. From 1975 - 1977, figures are based on the Tourism Expenditures Model (TEM) Yukon; for 1978 and 1980 TEM figures have been used as the basis for projections. In 1981 and 1982 Tourist Expenditure estimates are based in part on 1981 visitor expenditure data obtained through the 1981 Coupon Conversion Study sponsored by the Department of Tourism. The 1982 Visitor Exit Survey was used as a basis for 1983 and 1984 expenditure estimations.

Because of the various methods employed in previous years for the calculation of tourist expenditures, these estimates may not be entirely valid for comparison purposes. See Exhibit #1 on page 61 for a detailed breakdown of expenditure estimates from 1970 - 1984.

VISITOR ORIGINS

Visitor origin figures throughout the report are based on visitor registrations at the five Department Reception Centres located in Watson Lake, Haines Junction, Beaver Creek, Dawson City and Carcross, as well as the Whitehorse Visitor Reception Centre operated by the Chamber of Commerce. Although these figures may not be as representative as the Border Crossing data from Statistics Canada in terms of absolute numbers, they have remained consistent with other models, such as the Visitor Exit Survey, and therefore are considered valid as an indicator of trends and changes in volume. Direct comparisons with point of entry data (i.e. Statistics Canada) and point of origin data should be made with caution, as these represent two different samples.

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[1]Private aircraft travellers are the subject of a separate report published by the Department of Tourism and Economic Development in November, 1979.

YUKON VISITOR VOLUMES

TOURISTS TRAVELLING IN YUKON

During 1984, 422,000 trips were made across Yukon's various borders by visitors and Yukon residents. This represents a 7% increase over the 1983 total of 394,000, and is the greatest number of border crossings ever recorded. As in 1983, entries by highway account for 86% of these crossings, underscoring the dominant role that personal vehicle and motorcoach travel play in Yukon's tourism industry. Of this 86%, personal vehicle travel accounted for 74% of the total, an increase of 5% over 1983. Motorcoach travellers, on the other hand, decreased from 17% in 1983 to a 13% share of market in 1984.

Motorcoach travellers in terms of absolute numbers have remained relatively constant since 1983; this decrease would, therefore, indicate that personal-vehicle travel is growing in popularity. The fact that air travellers decreased from an 18% share in 1982 to 14% in 1983, and dropped to a 13% share in 1984, supports this conclusion.

Border Crossings by other Modes of Transportation

Air traffic, according to figures provided by Statistics Canada and various air carriers, showed a slight increase of 3% in real volume over 1983. As mentioned above, however, as a percentage of total border crossings, air traffic dropped from 14% in 1983 to 13% in 1984.

Visitor Length of Stay

During the peak tourist season, the number of border crossings by Canadian and U.S. residents entering Yukon in personal vehicles as part of a trip lasting one night or more showed a 6% increase over 1983, and accounted for 74% of highway traffic (i.e. motorcoach and personal vehicle combined). Motorcoach traffic constituted 13% of highway traffic.

U.S. residents accounted for 83% of the personal vehicles staying one night or more and almost 90% of the motorcoach passengers entering Yukon from Alaska in 1984 for a stay of one night or more.

Data on length of stay and usage of highway transportation by visitors from Overseas and Other Countries is not available.

Further breakdowns on visitor length of stay and mode of entry is available in Exhibit #2 on page 62.

Tourists Travelling Within Yukon

The exact number of tourists travelling within Yukon is not known, since detailed research into travel by residents and non-residents alike has never been fully undertaken. The border crossing data does not indicate the actual number of tourists travelling in and through Yukon, since any visitor passing through Yukon enroute to Alaska, who subsequently re-enters Yukon is counted twice. Similarly, Yukoners travelling wholly within Yukon without crossing a border are not counted at all in these statistics.

The Estimate

What is believed to be a close estimate of the total number of visitors entering Yukon and travelling within Yukon has been made for 1984 at the Territorial level.

A.	Yukoners travelling within Yukon taking an average of about 5.7 trips, account for 139,000 tourist trips:		139,000
B.	Non-resident visitors to Yukon spending one or more nights, eliminating double counting:		
	Mode of travel when departing from Yukon:		
	Auto:	172,000	
	Bus:	52,000	
	Air:	41,000	
	Total non-resident visitors spending one night or more in Yukon:	265,000	
C.	Non-resident visitors to Yukon spending less than one day:	65,000	
	Estimated total number of tourism related person trips regardless of length of stay.		330,000
		TOTAL	469,000

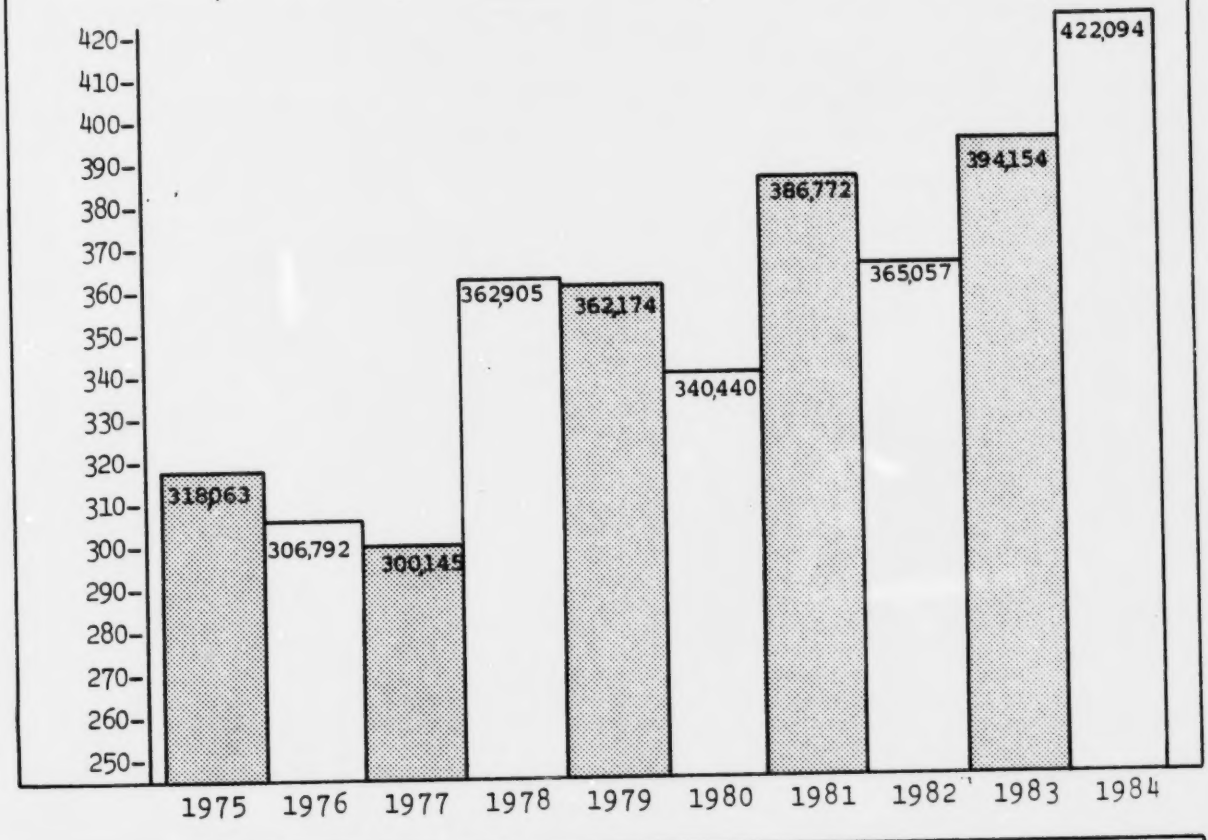
Therefore, 330 thousand non-resident tourists visited Yukon in 1984. In addition, about 139 thousand tourist trips within the Yukon resulted from trips taken by residents. A combined total of 469 thousand tourist trips resulted.

TABLE #3 POINTS OF ENTRY

(Dawson City) Little Gold Camp - via Top of the World Highway
(Haines Junction) Pleasant Camp - via Haines Road
(Whitehorse) Fraser Camp - via Carcross-Skagway Highway
Beaver Creek- via North Alaska Highway
Watson Lake - via South Alaska Highway/
Stewart-Cassiar Highway

TABLE #4

NUMBER OF VISITORS AND RETURNING CANADIANS ENTERING YUKON, REGARDLESS OF LENGTH OF STAY; ANNUAL TOTALS & PERCENT DISTRIBUTION BY MODE OF TRANSPORT, 1975 - 1984.



% by mode:										
Personal vehicle	64%	60%	56%	63%	59%	57%	59%	66%	69%	74%
Motor-coach	5%	5%	5%	4%	10%	11%	12%	11%	17%	13%
Highway Total	69%	65%	61%	67%	69%	68%	71%	77%	86%	86%
Air	19%	21%	23%	22%	22%	27%	24%	18%	14%	13%
Rail & other	12%	14%	16%	11%	9%	5%	5%	5%	-	-

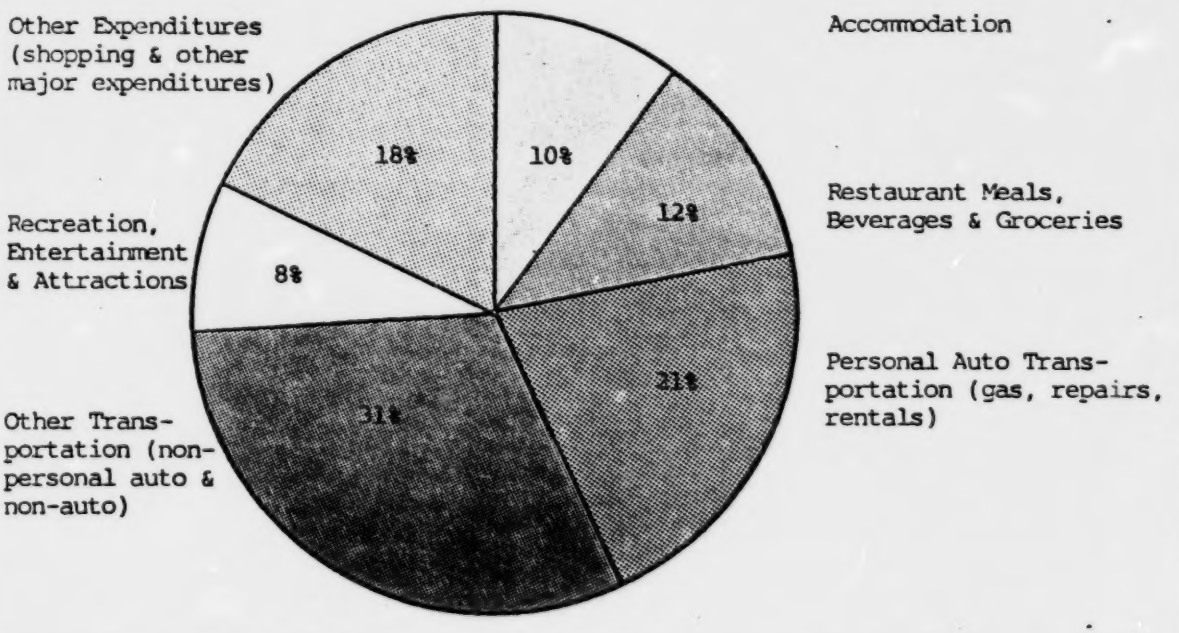
TOURIST EXPENDITURES

DISTRIBUTION OF TOURISM EXPENDITURES IN THE INDUSTRY

The impact of this spending in Yukon by non-residents is felt throughout different sectors of the tourism industry. Data obtained from the 1982 Visitor Exit Survey identifies travel party expenditures by major spending categories. The following chart is based on that study and illustrates where the average visitor's dollar went in Yukon during the summer, 1982.

TABLE #5

THE NON-RESIDENT'S TOURIST DOLLAR,
HOW IT WAS SPENT IN YUKON, 1984



Source: Derived from 1982 Visitor Exit Survey, undertaken by Yukon Department of Tourism, Recreation & Culture, Tourism Planning & Development Branch.

As is shown, the greatest expenditures occurred in the category, "other transportation". This refers to the usage of air and motorcoach transportation. Other categories identified by the 1982 Visitor Exit Survey reveal similar percentages to those illustrated in the 1981 Coupon Conversion Study. For example, the Visitor Exit Survey shows 10% of the tourist dollar is spent on accommodation, 8% on entertainment and 21% on personal auto transportation. Comparatively, the 1981 Coupon Conversion Study reports 13% on entertainment and 24% on personal auto transportation. From these comparisons, it can be concluded that tourist dollars have been realistically divided among the various sectors of the industry.

RESIDENT AND NON-RESIDENT EXPENDITURES

Residents' impact on overall tourism expenditures is less visible than that of the non-resident traveller. Obviously, local residents take many tourism-related trips each year within the Territory to visit friends, relatives and favorite outdoor recreation areas, to attend events such as curling bonspiels, winter carnivals, festivals, and to sightsee or go shopping in Whitehorse and other centres. The vast majority of these are of short duration, usually for a weekend, and probably involve relatively low expenditures for food and accommodation while on the trip. For many trips by Yukoners, gas, meals out, shopping and entertainment may be the only direct or visible tourism expenditures they make. When tourism-related expenditures made prior to a trip are considered, however, overall tourism impact by Yukoners becomes more significant. Purchases in Yukon of goods and services such as camping

gear, sporting equipment, food, alcohol, and vehicle maintenance/modifications required for recreational trips all contribute to the tourism industry. Therefore, Yukoners as local tourists make significant though less visible contributions to the tourism industry and economy.

Expenditure habits of non-resident visitors are completely different. Their vacation trips usually last longer in the Yukon, as it is perhaps their once-in-a-lifetime opportunity to visit the Territory, and therefore they want to see as much as possible during their stay. They are far more likely to use commercial accommodation, since many travel by motorcoach and are part of a pre-packaged tour, and therefore are dependent upon local goods and services, such as food and beverage.

Though substantially different in nature, expenditures by both resident and non-resident tourists make a significant impact on the local economy.

DIRECT EXPENDITURES

During the summer of 1982, a Visitor Exit Survey was undertaken by the Tourism Planning and Development Branch. The data collected from this survey can be used to estimate direct tourist expenditures with greater accuracy than in past years. By utilizing the figures from Statistics Canada border crossings and those which are reported in the Visitor Exit Survey, it is possible to estimate direct tourist expenditures for 1984 at $82 million, a 6% increase over last year's expenditures of $77 million.

Despite this increase, a disconcerting trend can be seen in an analysis of real per capita expenditures. With 422,000 border crossings, the per capita tourist expenditure in 1984 was $194.91. If adjusted for inflation (stated in 1976 dollars), estimated gross tourist expenditures have risen from $32.9 million in 1972 to $38.26 million in 1984. In per capita terms, however, 1972 expenditures were $121.45 and 1984 expenditures were $90.65. Clearly, increases in volumes of visitors have not been matched with increases in expenditures.

More information on estimated expenditures is available in Exhibit #1 on page 61.

The information in this section is developed in part from methodology devised by Thorne, Stevenson and Kellogg, a tourism research firm. Their methods and assumptions have been somewhat modified by the Department of Tourism, based on local market knowledge.

VISITOR POINTS OF ORIGIN

EXPLANATORY NOTE

All analyses of visitor points of origin are based on registrations at six Visitor Information Centres located throughout Yukon at major access points. The Centres operate during the period mid-May through mid-September inclusive, and only record visitors who register voluntarily in the guest books.

The drawbacks of using these registrations to determine visitor points of origin are:

- visitors may register at more than one Centre;
- since registration is voluntary, certain types/groups/nationalities of visitors may be less likely to register than others, due to language or other factors.

Therefore, there is no pre-determined sampling technique involved to ensure that all visitor categories are reliably represented.

On the plus side, however:

- very high numbers are involved, with over 118 thousand visitors registered in 1984 (the record high to date)

- The VRC registrations of 1982 closely match point of origin data obtained by the 1982 Visitor Exit Survey. Both data gathering methods operated during the same summer months at essentially the same locations, resulting in a high degree of comparability.

Point of origin calculations are based on a combined total of 118,000 visitor registrations in 1984. Of this total, 72,000 were from the US, 35,000 were from Canada (including the Yukon) and 9,000 were from Overseas and Other Countries.

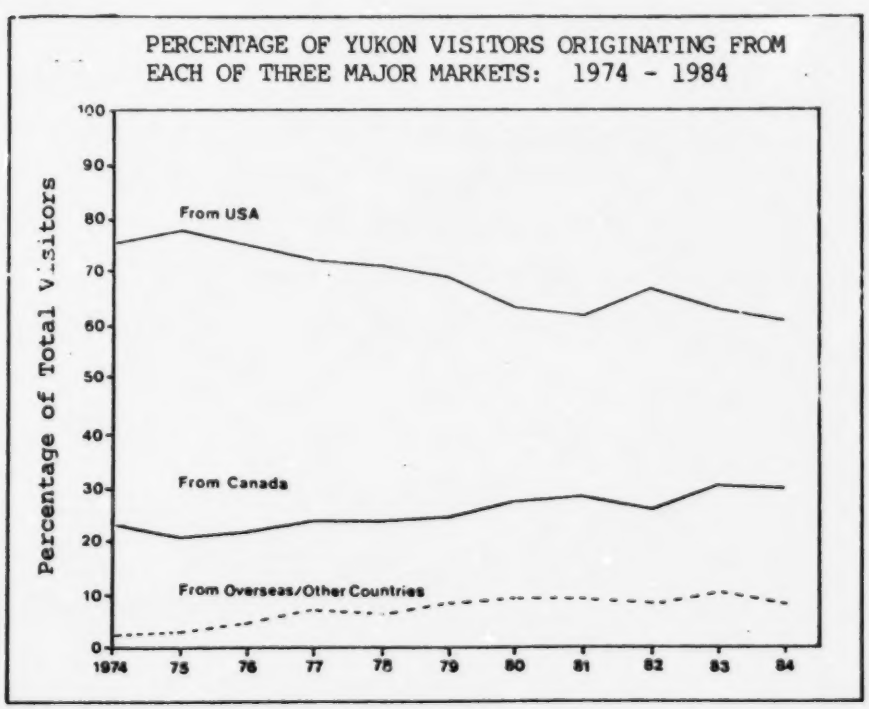
POINT OF ORIGIN TRENDS

The composition of Yukon visitors has been steadily changing in terms of country of origin. Generally, residents of Canada have been increasing their share of total visitor volumes, rising from 20% in 1975 to 26% in 1982. In 1983, Canadian traffic continued to increase to 30%, and remained at 30% in 1984. In contrast, between 1975 and 1982, U.S. originating visitor traffic steadily dropped in share of total traffic from 77% in 1975 to 67% in 1982. This trend continued in 1984 with 62% of total summer visitors originating from the United States. The most remarkable gains have been in traffic from Overseas and Other Countries, which have almost tripled their share of total visitor traffic, from 3% in 1975 to 8% in 1984.

The increasing numbers of Canadians visiting Yukon in relation to visitors from the U.S. has a very beneficial effect - Canadians tend to stay in Yukon considerably longer than Americans. Two recent surveys conducted by the Department of Tourism support this statement. The 1982

Visitor Exit Survey found that over 75% of Canadians spent more than 6 nights in Yukon, while the majority of Americans spent only 3 - 5 nights. (It is interesting to note that two-thirds of Overseas visitors spent 6 nights or more in Yukon as well.) Results from the 1983 Advertising Response Conversion Study show that Canadian respondents spent an average of 7.9 nights in Yukon compared to 6.5 for Americans. This can largely be attributed to the fact that Canadians come to Yukon for business purposes and/or to visit friends and relatives, as well as spend vacations, while Americans either "pass through" the Territory on their way to Alaska or are on a structured package tour. It should be noted that Conversion Study results will usually be slightly exaggerated due to the "loyalty" factor to the destination visited, that is, those who visited for the longest period of time feel the most attachment to the area, and therefore, are more likely to respond to the survey.

TABLE #6



UNITED STATES ORIGIN

The United States market is Yukon's prime source of tourist visitors. In 1984, almost two-thirds of Yukon's summer visitors were Americans.

For 1984, 10 U.S. states as a group were the points of origin for 57% of the 72,679 U.S. visitors registered at Yukon Visitor Reception Centres. In descending order of number of visitors registered and percent share of total U.S. visitors to the Centres, these states are:

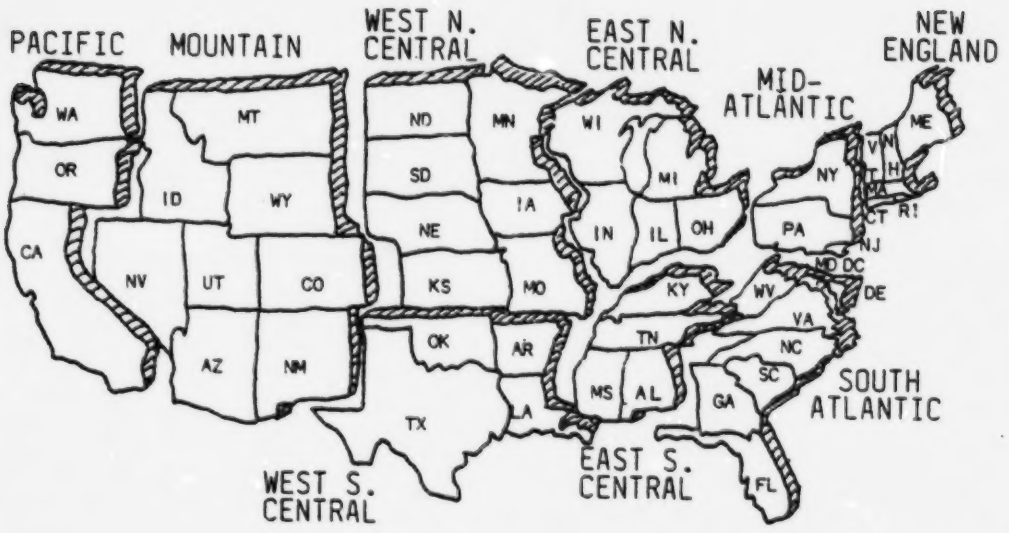
TABLE #7

Top Ten U.S. States As Point Of Origin	No. Of Visitors Registered	% Of Total U.S. Visitors Registered	% Of Total Of All Visitors Registered
California	10145	14	9
Alaska	7952	10	7
Washington	4846	7	4
Oregon	3144	4	3
Texas	3058	4	3
Florida	3021	4	3
Michigan	2730	4	2
Minnesota	2770	4	2
Illinois	2574	3	2
Wisconsin	2522	3	2
Top 10 Total	42762	57%	37%

The following map shows the regions into which the United States has been divided for analysis purposes.

TABLE #8

UNITED STATES ANALYSIS REGIONS



The following chart identifies the eleven origin regions into which the U.S. is sub-divided for analysis purposes, and presents data on the percent of U.S. visitation to Yukon Visitor Reception Centres originating from each region. It also relates each region's share of U.S. originating traffic to the region's share of the total U.S. population in 1980 as an indicator of the propensity of residents of each region to visit Yukon. For example, 24% of Yukon visitation

from the U.S. originates from the Pacific States, though only 13% of the U.S. population lives there. In contrast, 3% of Yukon visitation originates from New England, home for nearly 6% of the U.S. population.

TABLE #9

REGIONAL POINT OF ORIGIN DATA ON U.S. VISITORS TO YUKON IN 1984, BASED ON REGISTRATIONS AT YUKON VISITOR RECEPTION CENTRES AND 1980 U.S. CENSUS DATA.

Origin	% Share Of U.S. Visitors Originating From Each Region In 1984	% Of U.S. Population In Each Origin Region	% Of Total Of All Visitors Registered
Alaska	11	0.2	7
Pacific Region	27	13.4	16
Mountain Region	10	5.0	6
West N. Central	12	7.6	8
West S. Central	77	10.5	4
East N. Central	15	18.4	9
East S. Central	2	6.5	1
Mid-Atlantic	8	16.2	5
South Atlantic	8	16.3	5
New England	3	5.5	1
Hawaii & Misc.	-	o.4	-
U.S. All Regions Total Registrations	100%	100%	62%

TABLE #10

PERCENTAGE OF YUKON VISITORS ORIGINATING FROM THE UNITED STATES BY REGION 1980-84

Origin	% of Total Visitors from all Markets					% of Total Visitors from Within U.S.				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
Alaska	7	8	8	5	5	11	14	12	8	8
Pacific Region	15	16	17	16	17	24	26	25	26	26
Mountain Region	6	6	6	6	6	10	10	9	9	8
West N. Central	8	7	6	6	5	12	11	9	10	8
West S. Central	4	4	5	5	4	7	6	7	8	6
East N. Central	9	8	8	10	10	15	14	14	15	16
East S. Central	1	1	1	2	1	2	2	3	3	2
Mid Atlantic	5	4	4	4	5	8	7	6	7	8
South Atlantic	5	5	6	6	6	8	8	10	10	10
New England	1	2	2	2	2	3	2	2	3	3
Hawaii & Misc.	-	-	-	-	3	-	-	-	-	4
U.S.A. TOTAL*	62	61	67	63	64	100	100	100	100	100

* Columns may not add to Totals due to rounding

CANADIAN ORIGIN

The Canadian market contributed 30% to Yukon's visitor traffic in 1984, based on visitor registrations at Yukon's six Visitor Reception Centres.

TABLE #11

REGIONAL POINT OF ORIGIN DATA ON CANADIAN VISITORS TO YUKON IN 1984 BASED ON REGISTRATIONS AT VISITOR RECEPTION CENTRES AND CANADIAN 1981 POPULATION ESTIMATES FROM STATISTICS CANADA.

Origin	% Share Of CDN Visitors Originating From Each Region In 1984	% Of CDN Population In Each Origin Region	% Of Total Of All Visitors Registered
British Columbia	25	11.2	8
Alberta	25	8.9	7
Sask./Manitoba	15	8.3	3
Ontario	21	35.7	6
Quebec	2	26.3	1
Altantic Canada	2	9.4	1
N.W.T.	3	0.2	1
Yukon	8	0.1	3
Canada Total	100%	100%	30%

As Table #11 indicates, about 2/3 of Yukon's Canadian visitors were from west of the Ontario-Manitoba border.

Together the four western provinces accounted for 65% of all Canadian visitation, up steadily and significantly from the 57% share these provinces had in 1978. The share of total visitation by Canadians from Ontario now stands at 21%, down slightly from the 23% share of 1978. Visitation from east of Ontario has remained steady over the past four years, accounting for about 4% of all visitation by Canadians in each year.

Distance is a major factor in Canadian visitation to Yukon. Table #11 notes that about half of Yukon's Canadian visitors originate from British Columbia and Alberta, home of barely 21% population in 1981. By comparison, Ontario contains 36% of the Canadian population yet only 21% of Yukon's 1983 visitors originated from that province.

More detailed data on Canada as a point of origin for visitors registering at Yukon Visitor Reception Centres is provided in Table #12 following.

TABLE #12

PERCENTAGE OF YUKON VISITORS ORIGINATING FROM WITHIN CANADA, BY REGION, 1980-84

Origin	% of Total Visitors from all Markets					% of Total Visitors from within Canada				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
B.C.	8	7	6	8	8	25	22	23	28	28
Alberta	7	8	7	8	7	25	26	27	27	26
Sask./Manitoba	3	5	5	4	3	15	16	18	14	10
Ontario	6	6	5	6	6	21	21	18	20	22
Quebec	1	1	1	1	1	2	2	2	3	2
Atlantic Canada	1	-	-	1	1	2	2	2	2	2
NWT	1	-	-	1	1	3	2	2	2	2
Yukon	3	3	2	1	2	8	9	7	5	6
Miscellaneous	-	-	-	-	-	-	-	1	-	1
Canada Total*	30	30	26	28	27	100	100	100	100	100

* Columns may not add to Totals due to rounding

OVERSEAS/OTHER COUNTRIES ORIGIN

Generalizations about traffic originating from this group of countries cannot be made reliably, due to the markedly different trends observed in Visitor Reception Centre registrations from these countries.

Three European countries, plus Australia/New Zealand, are all prominent in terms of the share of total visitors from Overseas/Other Countries which they contribute. West Germany alone accounted for 34% of the over 9 thousand Overseas/Other Countries visitors who registered at Yukon Reception Centres in 1984, consistent with its share in 1983, however, down from its share of 38% in 1980. Switzerland accounted for 15%, and the United Kingdom 6%, generally consistent with 1980. If the three German-speaking European countries - West Germany, Austria and Switzerland - are treated as a distinct market, then fully 53% of Yukon's Overseas/Other Countries visitors are German-speaking. In total, Europe accounts for one-half of Yukon's visitors from overseas/Other Countries. Australia contributed 18%, up from last year's 13%, for an Australasia total of 22%, up from 1980's combined total of 18%.

TABLE #13

POINT OF ORIGIN DATA ON VISITORS TO YUKON FROM OVERSEAS/OTHER COUNTRIES IN 1984 BASED ON REGISTRATIONS AT VISITOR INFORMATION CENTRES IN YUKON.

Origin	% Of Share Of Visitors From Overseas/Other Countries Originating From Each Area	% Of Total Visitors Registered
Germany	34	2.87
Switzerland	15	1.34
United Kingdom	6	0.63
Netherlands	2	0.19
France	3	0.25
Sweden	2	0.17
Austria	4	1.12
Australia	18	1.12
New Zealand	4	0.33
Japan	1	0.23
Mexico	-	-
Miscellaneous	14	-
Overseas/Other Countries Total	100%	8%

TABLE #14

PERCENTAGE OF YUKON VISITORS ORIGINATING FROM OVERSEAS AND OTHER COUNTRIES, BY COUNTRY, 1980-84

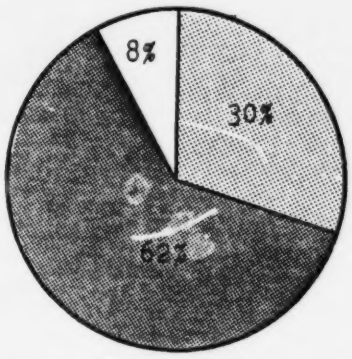
ORIGIN	% of Total Visitors from all Markets					% of Total Visitors from O/S and other areas				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
Germany	3	4	3	4	3	34	43	43	43	38
Switzerland	1	1	1	1	1	15	13	15	13	12
United Kingdom	1	1	-	1	1	6	7	6	7	8
Netherlands	-	-	-	-	-	2	2	2	4	4
France	-	-	-	-	-	3	2	4	3	3
Sweden	-	-	-	-	-	2	1	2	2	2
Austria	-	-	-	-	-	4	3	2	2	2
Australia	2	2	1	1	1	18	13	14	12	14
New Zealand	-	-	-	-	-	4	3	2	3	4
Japan	-	-	-	-	-	1	1	1	1	1
Mexico	-	-	-	-	-	-	-	1	-	1
Miscellaneous	1	1	1	1	1	14	12	8	9	12
Overseas/Other TOTAL*	8	9	8	9	9	100	100	100	100	100

* Columns may not add to Totals due to rounding
- Denotes insignificant

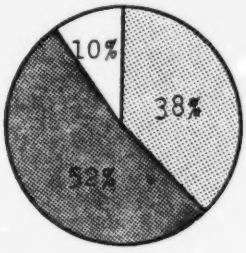
TABLE #15

VISITOR ORIGIN

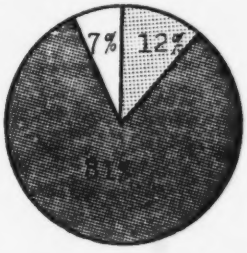
COMPARISON OF RATIO OF CANADIAN, AMERICAN AND OVERSEAS VISITOR VOLUMES TO EACH OTHER AT EACH OF SIX LOCATIONS IN YUKON IN RELATION TO YUKON'S OVERALL TRAFFIC, BASED ON VISITOR INFORMATION CENTRE REGISTRATIONS, MAY-SEPTEMBER 1984.



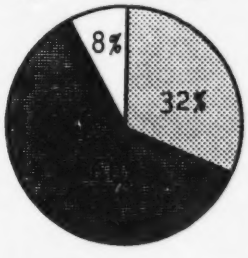
YUKON TOTAL



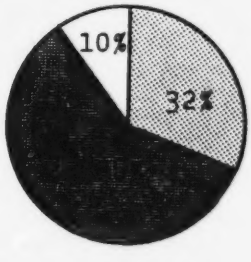
Dawson City
29% of total



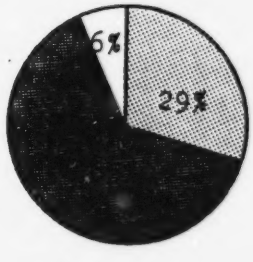
Beaver Creek
13% of total



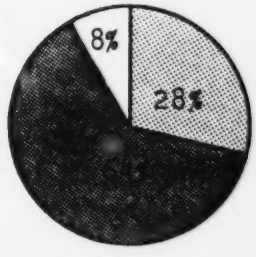
Haines Junction
15% of total



Whitehorse
13% of total



Carcross
11% of total



Watson Lake
19% of total

SECTION III

SECTORS

ACCOMMODATION

The accommodation sector, consisting of hotels, motels highway lodges, resorts, and government/private campgrounds earns about 10 per cent of every dollar spent each day by tourists visiting Yukon during the peak season (June through September). In numbers, fixed-roof accommodation establishments (hotels/motels/highway lodges) in Yukon totalled 84 establishments in 1983/84, and at least 72 campgrounds, about 50 of which were operated by the Government of Yukon, were also available.

The balance of the analysis contained in this section is limited to commercial fixed-roof accommodation.

Size Distribution

The 84 fixed-roof accommodation establishments known to be operational in 1984/85 offered a total of about 1990 units, comprising hotel/motel rooms and cabins.

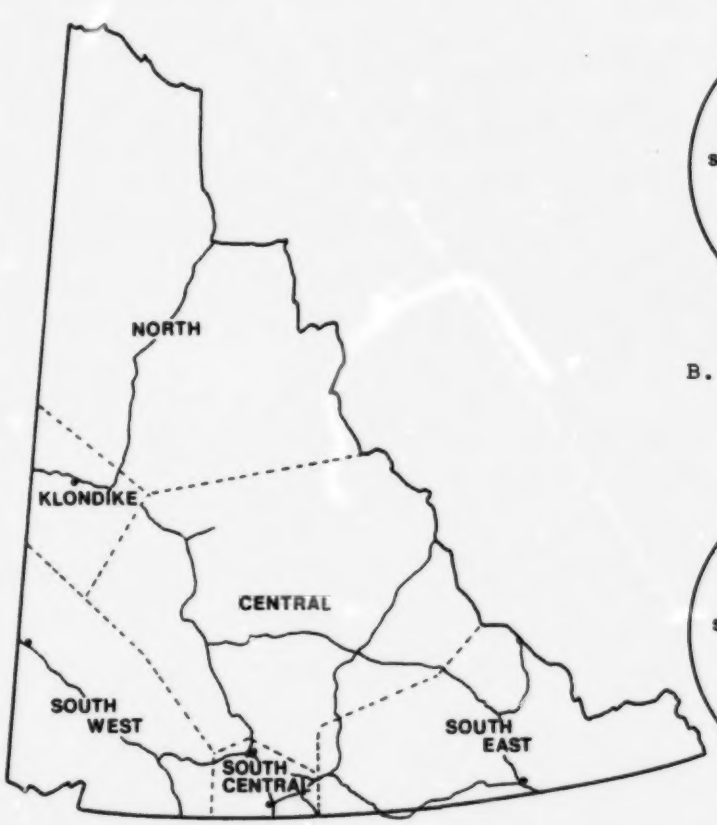
Small establishments (those with 20 units or less) are most numerous, accounting for 63% of all fixed-roof accommodation establishments; Large establishments (offering 40 or more units) amounted to only 14% of all establishments.

Regional Distribution

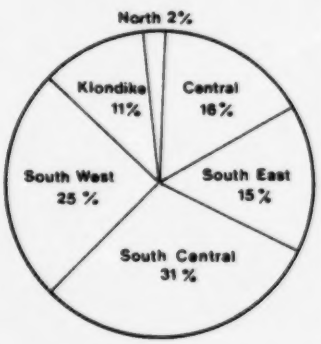
Nearly half of Yukon's fixed-roof accommodation units are located in the South Central region, which is dominated by Whitehorse. Significant numbers of units are clustered in other communities, depending upon the volumes of traffic frequenting the area. Table #16 illustrates this regional distribution graphically, showing the distribution of establishments and units amoung Yukon's six tourism planning regions.

TABLE #16

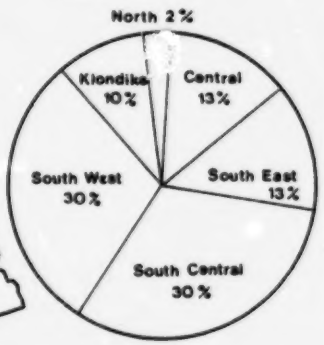
DISTRIBUTION OF FIXED ROOF ACCOMMODATION ESTABLISHMENTS AND ACCOMMODATION UNITS IN YUKON, BY REGION, 1984/85.



A. % of Yukon Fixed Roof Accommodation Establishments



B. % of Yukon Fixed Roof Accommodation Units



Seasonality of Supply

Many accommodation establishments depend upon the high traffic levels experienced during the peak season from June through September. Once the season is over, nearly 80 per cent of the fixed-roof accommodation establishments remain open, while the remainder close for the winter.

On a region by region basis, seasonal variations are the lowest in Whitehorse, where about 95 percent of the establishments and available fixed-roof units are open year-round. In the other regions, about three quarters of the establishments stay open, though the volume of rooms offered varies considerably from region to region.

Detailed information on the accommodation industry, providing data by region, and by year from 1981 to 1985, is included in Table #17 following.

TABLE #17

SUMMARY OF HOTEL/LODGE/MOTEL SECTOR OF YUKON TOURISM INDUSTRY

NUMBER OF ESTABLISHMENTS, BY NUMBER OF UNITS, 1981 - 1985

Number of Units	1981/82		1982/83		1983/84		1984/85	
	Number of Establish.	%of Units in Yukon	Number of Establish.	%of Units in Yukon	Number of Establish.	%of Units in Yukon	Number of Establish.	%of Units in Yukon
1 - 10	32	11.4	33	11.3	33	11.5	36	11.0
11 - 20	17	14.1	17	14.7	18	15.4	17	14.5
21 - 30	12	16.2	10	13.5	9	13.6	10	13.2
31 - 40	7	12.3	10	17.6	9	16.2	11	18.9
41 - 50	4	9.9	3	7.4	3	7.5	3	7.2
51 -100	5	16.8	5	17.0	5	17.2	5	16.5
100 +	2	19.4	2	18.5	2	18.6	2	18.7
Total	79	100 %	80	100 %	80	100 %	84	100 %
Total Number of Units	1,906		1,942		1,942		1,990	

Source: Computed through Yukon Travel Agent's Manuals, 1981,1982,1983,1984,1985.

Note: The years are identified as 1984/85 since data is originally published late in the earlier year through the Yukon Travel Agent's Manuals.

Read as follows: Example - in 1982, 79 tourist accommodation establishments were operational in Yukon on a year round or seasonal basis, and as a group offered about 1,906 units. Two establishments each offered over 100 accommodation units, and combined, accounted for 19 % of the total accommodation available in Yukon. In contrast, 32 establishments, in the 1 to 10 room category, jointly represent 11% of the total number of units offered in Yukon.

FOOD AND BEVERAGE

The food and beverage sector of the Tourism Industry derives substantial income from resident and non-resident tourists travelling in Yukon. Research conducted in 1983 indicates that on average about 12 percent of daily expenditures in Yukon by non-resident tourists goes to the purchase of food and beverage. This money is spent in licensed restaurants, cafes, lounges, taverns, fast-food outlets, grocery stores, liquor stores and commercial off-sales liquor outlets.

The number of these establishments throughout Yukon in 1985 is significant. Preliminary figures indicate Yukon is served by approximately 100 establishments serving prepared meals, 80 of which operate on a year-round basis. Fifty-four of these 100 establishments are licensed to serve alcoholic beverages with meals. In addition to these cafes, restaurants and fast-food outlets, there are approximately 44 public lounges and taverns specializing in alcoholic beverages, all of which are located in fixed-roof accommodation establishments.

The retailing of unprepared food and beverages for consumption off the premises through grocery stores, liquor stores and commercial off-sales of alcohol plays a significant part in the tourist's food and beverage expenditures, with many tourists spending 40 per cent of their total food and beverage expenditures on unprepared food and sealed alcoholic beverages.

Preliminary figures indicate that this component of the food and beverage sector consisted of at least 17 grocery stores, 5 government-operated liquor stores, and 44 commercial establishments (mostly accommodation establishments) selling sealed alcoholic beverages for consumption elsewhere.

Regional Distribution and Seasonality

All types of establishments are located throughout Yukon. This is particularly true of grocery stores and liquor outlets, since they serve their local populations on a year-round basis as well as seasonal tourists. Concentrating solely on food establishments which serve prepared food for consumption on the premises, it is evident that this portion of the food and beverage sector is regionally distributed on much the same basis as the fixed-roof portion of the accommodation sector. Ninety-five per cent of food and beverage establishments in Whitehorse operate year-round. Elsewhere, just over two-thirds operate year-round.

EVENTS AND ATTRACTIONS

Perhaps more than any other sector, the events and attractions sector is heavily dependent upon tourism for its livelihood. Businesses in other sectors, such as transportation, accommodation, and food and beverage, derive a portion of their annual revenue from other forms of traffic, such as movement of freight, provision of accommodation to migrant workers, and feeding the local population.

Events and attractions, on the other hand, cater largely to the leisure time of individuals. The size of the sector is difficult to assess, but its scope and distribution is not. Events such as craft fairs, festivals, bonspiels and sporting events are held throughout the Territory, and draw Yukoners and non-residents alike. Attractions are also spread throughout the Territory and range from commercial attractions, such as Diamond Tooth Gerties Gambling Hall in Dawson city, to historic and scenic attractions which do not always derive direct revenue from visitors but which do provide a major incentive to people to come into and explore a community or region.

Attendance at events is difficult to measure, due to the short duration of the event and the often large influx of locals, other Yukoners, and non-resident tourists who come to watch and participate.

Attractions, by virtue of their much longer periods of operations, provide an excellent barometer of the fluctuations in tourist traffic experienced by a community or region from year to year.

Watson Lake

With completion of the new Alaska Highway Interpretive Centre in 1983, visitor registrations in 1984 surpassed any previous figures, recording a 23% increase over 1983. The steadily-increasing percentage of highway travellers, and the completion of the Alaska Highway historic display, account for much of this increase.

Whitehorse & Area

Visitor attendance at Whitehorse attractions and information centres registered increases in 1984 over 1983. The prime attraction in terms of number of visitors was the S.S. Klondike Historic Site, which received over 46,000 visitors in 1984, a record high and up 8% over 1983. The McBride Museum recorded 28,000 visitors, a 22% increase. However, the Whitehorse Visitors Reception Centre showed a 10% decrease in registrations. South of Whitehorse, the Teslin Museum recorded 6,000 visitors in 1984, an impressive 200% increase, due to improved signage and promotion.

Beaver Creek

The number of visitors registering at the Beaver Creek Visitor Reception Centre rose 10% in 1984. This increase is

most likely due to the increase in highway travellers (as noted for the Watson Lake Visitor Reception Centre as well).

Fort Selkirk

A rough indicator of canoe traffic on the Yukon River is provided by the guest book at Fort Selkirk, an abandoned community now being stabilized and restored at the confluence of the Pelly and Yukon rivers. Since it is approximately 20 miles from the nearest public road, most visitors are canoeists. In 1984, 660 people signed the guest book, a 4% increase over 1983.

Carcross

The new Visitor Reception Centre in Carcross was completed in 1983. The Reception Centre offers an interesting riverboat interpretation which probably attracted many of the over 12,000 visitor registrations. An additonal attraction, also established in 1983, was the development of a luncheon theatre show in the former White Pass Warehouse adjacent to the railway depot (also refurbished). This live vaudeville show was responsible for bringing an estimated 12,000 visitors (mainly through purchase of cruise ship shore excursions from Skagway) to Carcross for the day. Estimated traffic on the Chilkoot Trail continued to decline, with about 1900 backpackers completing this historic trek. The suspension of railway service between Bennett (termination point of Chilkoot Trail) and Carcross or Whitehorse is probably responsible for the fewer amounts of backpackers in 1983 and 1984, than in previous years.

Dawson City & Area

Dawson City visitation as recorded at nine different attractions increased slightly over 1983. Overall, Parks Canada's historic sites received about 97,000 visitors, a 3% increase. Individually, attendance at the Gaslight Follies and the Robert Service Cabin increased slightly, visitation to the old Post Office, the Str. Keno and Dredge #4 decreased slightly, and the remaining Parks Canada attraction, Harrington Store, remained constant. The Dawson City Museum showed an increase of 1,000 visitors over last year and the newly reconstructed Visitor Reception Centre recorded an impressive increase of 21% over 1983, probably due to the fact that the site provides more activities (i.e. movies, AV's, exhibits, etc.) than in previous years. The mining museum in Keno drew an estimated 750 visitors to that area.

Haines Junction & Kluane National Park

Visitations to the joint Parks Canada/Tourism Yukon Visitor/Interpretive Centre in Haines Junction remained relatively consistent in 1984 with 28,672 visitors registering.

Elsewhere in Kluane National Park 29,896 people visited Parks Canada's Sheep Mountain Information Centre. This represents a dramatic increase of 55% over 1983, due largely to increased hours of operation. As well, 707 backpackers registered with officials prior to trips of one night or more into the wilderness. Kathleen Lake, the only

campground operated by Parks Canada, recorded over 1,400 visitors and the Kluane Museum of Natural History (formerly known as the Burwash Museum) recorded 12,000 visitors in 1984. This increase of 46% is also due to longer hours of operation and increased exposure through signage.

Detailed figures indicating the numbers of visitors recorded at attractions and Visitor Reception Centres throughout Yukon as well as trends over the past number of years, are included in Exhibit #3 on page 63.

RECREATION, ENTERTAINMENT AND MISCELLANEOUS SERVICES

This sector is really a catch-all, intended to include the variety of facilities and services which are essential to the tourism industry, and provide many jobs for Yukoners, but which do not fit into the other traditional industry sectors.

Research sponsored by the Department of Tourism in 1982 concluded that visiting tourists spent about 8 per cent of their daily expenditures in Yukon on "recreation and entertainment", and an additional 18 per cent on "shopping and other related expenditures". These figures were developed through analysis of the characteristics and activities of visitors surveyed at Yukon exit points in 1982. Given that up to 26 per cent of each dollar spent by these visitors goes to this sector, the components of this sector deserve closer attention.

Composition

Two main groups of commercial enterprises are evident in this sector, those dependent primarily upon non-residents visiting Yukon, and those catering to both local residents and tourists alike.

In the first group are the wilderness vacation operators, each offering forms of wilderness/adventure travel. These activities include: guided and non-guided wilderness experience vacations involving backpacking, river running, extended ski tours, dog sled trips, nature appreciation and

mountaineering, guided fishing trips, and guided big game outfitting. All of the above trips and activities are offered by Yukon-based companies, mostly owned and operated by Yukon residents.

The 1984/85 Travel Agent's Manual published by Tourism Yukon lists nine companies offering canoe and boat rentals, 34 companies offering guided wilderness experience vacations and expeditions (nine featuring fishing) and 22 big game guiding outfitters who cater almost exclusively to non-resident hunters. All of these companies play a distintive role in Yukon's tourism industry, by catering to tourists who seek a more intimate wilderness vacation in preference to touring throughout Yukon. To the overall tourism economy, this means that the industry is diversified, catering to a broad range of tourist interests.

The second broad component of the sector, which caters to local residents and tourists as well, includes retailers of sporting goods and recreational equipment; entertainment centres such as cinemas and bowling alleys; cultural centres such as live theatres; shops selling camera, film and health care products; and services such as laundromats and barbers.

In total, in excess of 130 businesses in this sector contribute to and benefit from the tourism industry. Unfortunately, very little data is available to measure this sector.

DISTRIBUTION CHANNELS

This is the least understood of all sectors and concerns itself with facilitating the movement of visitors, through the provision of a range of services that simplify trip planning. This component of the Yukon tourism industry often goes unnoticed, since most businesses are based outside of Yukon in the market areas from which Yukon draws its tourists.

The front line is the travel agency, of which there are some 20,000 located throughout Canada and the United States. At least five are located in the Territory.

Less visible than the travel agent are the tour operators and wholesalers, those companies that package travel, assembling vacation components such as accommodation, transportation, inter-city tourism, events and attractions, and food and beverage services, into pre-planned, inclusive-priced vacation experiences which are marketed primarily through travel agents. Approximately 16 per cent of Yukon's 1983 visitors who previously requested Yukon travel information travelled in Yukon as part of a packaged tour. Most often these were group tours, travelling along at least a part of their preset intinerary by motorcoach.

The main attractions of an inclusive prepaid package vacation to the consumer are that the planning is done, all key facilities are prebooked, the major costs of the vacation are known in advance, and facilities and services such as an escorted tour bus are possible, which a consumer

travelling independently would not have the opportunity of using.

In the 1985 Travel Agent's Manual, 130 tour companies are listed, all of whom offer pre-planned packages featuring Yukon alone or in conjunction with other destinations such as Western Canada, the Inside Passage and Alaska. Typically, these companies' tours feature travel by cruise ship, ferryliner, motorcoach, airline, or a combination of these modes of travel. Most of these companies assemble and operate their own tours, while others, particularly in Overseas and other countries, wholesale packages assembled by Canadian ground operators, including two based in Yukon. On a market by market basis, these tour operators/ wholesalers are distributed as follows:

Canada	31
U.S.A.	35
Mexico	1
German-speaking Europe	34
Netherlands	6
United Kingdom	6
Australia	12
Other	5
	130

The third component of the Distribution Channels sector includes public and private sector organizations working on behalf of their local industries to market Canada and Yukon. Yukon's two tourism industry associations - the Yukon Visitor's Association and the Klondike Visitor's Association

- co-operate closely with Tourism Yukon, local air carriers, Tourism Canada, Parks Canada and others, to inform potential visitors about Yukon and its tourism industry, with the prime objective being to attract visitors.

TOURISM RELATED CONSTRUCTION ACTIVITY

Since 1980, an estimated $20 million has been spent on tourism-related construction activity, and of this $20 million, $2.5 million was spent in 1984 alone.

Overall, the tourism-related construction activities of 1984 were down from previous years, and recorded a 35% decrease from the 1983 expenditures of $3.9 million. This can mainly be attributed to the fact that (1) most large-scale funding programs had expired, and only smaller-scale funding was available in 1984, and (2) generally depressed economic conditions.

An analysis of construction in specific sectors over the past five to ten years shows little activity in the attraction/travel generator field, and what has occurred has been mainly in the public sector. In addition, with only a few exceptions, development of tourism facilities and services has been along traditional lines, on a relatively small scale: there has been a marked lack of innovative or large-scale projects. While improvements and gains have indeed taken place in specific areas, the long-term picture is one, for the most part, of maintaining the status quo of the industry from 1975.

Detailed dollar amounts spent on various types of projects are provided in Table #18 immediately following.

TABLE #18

CONSTRUCTION ACTIVITY RELATED TO THE TOURISM INDUSTRY

(measured in $ thousands)

	Estimated 1980	Estimated 1981	Estimated 1982	Estimated 1983	Estimated 1984
Accommodation	$ 1,366	$ 1,029	$ 396	$ 1,637	$ 183
Food Services	10	123	214	13	893.2
Attraction/Recreation	1,454	681	1,044	992	96
Retail	4,574	24	885	365	663
Transportation	1,200	250	1,367	406	674.4
Total Amount Expended	$ 8,606	$ 2,106	$ 3,906	$ 3,412	**$2,509.8**

Source: Territorial Building permits issued during calendar years 1980, 1981, 1982, 1983, and 1984.

EXHIBIT #1

YUKON BORDER CROSSINGS AND ESTIMATED EXPENDITURES, 1970 - 1984

Calendar Year	No. of persons Entering Yukon	Estimated Expenditures
1970	156,416 (13%)	$10 million
1971	183,681 (17%)	12 million
1972	270,897 (21%)	22 million
1973	311,374 (15%)	25 million
1974	325,310 (4%)	26 million
1975	318,063 (-2%)	27 million
1976	306,792 (-4%)	21 million
1977	300,154 (-2%)	29 million
1978	362,905 (20%)	33 million
1979	362,174 (-.2%)	36 million
1980	340,440 (-6%)	38 million
1981	386,772 (14%)	51 million
1982	365,057 (-6%)	51 million
1983	394,154 (8%)	77 million
1984	422,094 (6%)	82 million

Note: Refer to page 18, section on Gross Expenditures, for information on various methodologies used over the years to calculate expenditures.

Sources: Transport Companies
Alaska Highway Traffic Count (1972 Adjusted)
Statistics Canada

Number of Canadian and U.S. Residents entering Yukon from Alaska by Personal Vehicle or Motorcoach, Grouped by Length of Stay during Peak Tourist Season, June - September inclusive, 1984

Type of Traffic entering Yukon from Alaska, by Border Crossing Point	Number of Persons entering Yukon from Alaska					
	By Personal Vehicle			By Motorcoach		
	Canadian Residents	US Residents	Total Cdn & US Residents	Canadian Residents	US Residents	Total Cdn & US Residents
Returning Same Day:						
Beaver Creek	887	1,715	2602	222	324	546
Dawson City	994	266	1,260	50	1	51
Pleasant Camp	721	13,979	14,700	30	426	456
Whitehorse	9,057	3,875	12,932	1,327	6,794	8,121
All Ports of Entry: 1984	11,659	19,835	31,494	1,629	7,545	9,174
(1983)	(9,953)	(15,191)	(25,144)	(1,477)	(10,190)	(11,667)
Staying in Yukon One Night or More:						
Beaver Creek	4,786	57,567	62,353	1,848	18,030	19,878
Dawson City	1,548	7,220	8,768	506	1,588	2,094
Pleasant Camp	3,419	1,966	5,385	121	784	905
Whitehorse	5,919	11,259	17,178	1,754	17,092	18,846
All Ports of Entry: 1984	15,672	78,012	93,684	4,229	37,494	41,723
(1983)	(15,519)	(72,481)	(88,000)	(5,572)	(37,246)	(42,818)
Total entering Yukon regardless of length of stay:						
Beaver Creek	5,673	59,282	64,955	2,070	18,354	20,424
Dawson City	2,542	7,486	10,028	556	1,589	2,145
Pleasant Camp	4,140	15,945	20,085	151	1,210	1,361
Whitehorse	14,976	15,134	30,110	3,081	23,886	26,967
All Ports of Entry: 1984	27,331	97,847	125,178	5,858	45,039	50,897
(1983)	(25,472)	(87,672)	(113,144)	(7,049)	(47,436)	(54,485)

Source: Based on Border Crossing Data Compiled by Statistics Canada.

Notes: Points of Entry: Dawson City - via 60 Mile Highway
Pleasant Camp - via Haines Road
Whitehorse - via Carcross-Skagway Highway

EXHIBIT #2

EXHIBIT #3

ATTENDANCE AT VISITOR ATTRACTIONS AND RECEPTION CENTRES 1980 - 1984

NUMBER OF PEOPLE VISITING EACH SITE

	1980	1981	1982	1983	1984
PARKS CANADA, WHSE.					
S.S. Klondike	31,404	40,252	40,012	43,281	46,788
Chilkoot Trail	2,332	2,515	2,000	1,793	1,968
					48,756
PARKS CANADA, DAWSON					
Palace Grand - Day	11,651	27,656	14,576	12,259	13,541
Palace Grand - Follies	17,556	15,368	16,195	16,177	17,636
Str. Keno	14,275	13,561	14,405	12,426	11,441
Robert Service Cabin	16,650	18,155	16,534	14,060	16,408
Old Post Office	15,568	11,342	11,522	12,248	11,207
Post Office Annex	--	--	2,869	--	--
Dredge #4	20,504	22,943	22,820	21,672	21,058
Harrington's Store	6,702	7,066	6,138	5,911	5,919
					97,210
PARKS CANADA, KLUANE					
Sheep Mtn. Info Centre	6,695	10,129	15,170	19,220	29,896
Backpackers	1,083	1,237	963	629	707
Kathleen Lake Campground	973	1,158	974	1,194	1,451
Haines Junction Interpretive Centre	28,726	51,827	46,987	29,683	28,672
					60,726
YUKON RIVER					
Fort Selkirk	909	713	800	635	660
FARO					
Cyprus Anvil Tour	300	593	--	144	N/A
Faro Information Centre	--	--	148	304	N/A
CARCROSS					
Old White Pass Warehouse & Depot	--	--	--	16,000	N/A
MUSEUMS					
McBride Whitehorse	32,797	75,830	23,341	22,979	28,000
Dawson City	12,004	15,024	14,000	10,000	11,000
Kluane/Natural History	N/A	N/A	N/A	8,253	12,000
Teslin	N/A	300	1,200	1,900	6,000
Old Log Church, Whse.	--	--	--	2,474	2,798
Keno Mining Museum	--	--	--	300	750
					60,548
VISITOR RECEPTION CENTRES					
Watson Lake	9,335	15,875	13,904	18,468	22,706
Whitehorse	10,635	12,698	12,554	17,606	15,672
Haines Junction	26,411	38,864	48,637	21,340	17,285
Beaver Creek	17,429	16,030	12,312	14,074	15,597
Dawson City	27,780	27,634	26,683	28,157	34,094
Carcross	--	--	--	9,575	12,751
VRC Totals	91,950	111,101	114,090	109,305	**118,105**

N/A - not available
-- - not operating

YUKON BORDER CROSSINGS 1984

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Auto	Total Bus	Total Hwy	Dawson Air	Beaver Creek Air	White-horse Air	Watson Lake Air	Total Air	All Ports Other Method	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1504	-	-	-	1055	-	-	-	-	-	2559	-	2559	1	5	2853	359	3218	-	5777
February	1605	-	-	-	948	60	-	-	-	-	2553	60	2613	12	13	3065	397	3487	-	6100
March	3034	89	24	-	1614	1	-	-	-	-	4672	90	4762	143	58	4044	491	4736	2	9500
Q_1	6143	89	24	3617	61	-	-	-	-	-	9784	150	9934	156	76	9962	1247	11441	2	21377
April	3125	90	-	-	2742	66	566	-	-	-	6433	156	6589	29	26	3309	380	3744	19	10352
May	5237	133	244	42	2739	74	4780	619	13015	21	26015	889	26904	43	42	3632	463	4180	111	31195
June	12705	4639	2129	429	4989	440	6130	6235	25532	312	51485	12055	63540	149	65	5350	617	6181	242	69963
Q_2	21067	4862	2373	471	10470	580	11476	6854	38547	333	83993	13100	97033	221	133	12291	1460	14105	372	111510
July	21869	7042	4259	783	6544	515	11177	10111	99719	565	93568	19016	112584	170	91	7019	692	7972	494	121050
August	19759	6392	3071	751	6056	292	8900	8591	33424	474	71210	16500	87710	232	114	7263	871	8480	303	76493
September	10622	2356	569	181	2496	114	3910	2030	16940	136	34537	4817	39354	-	120	4339	648	24455	127	63936
Q_3	52250	15790	7899	1715	15096	921	23987	20732	100083	1175	199315	40333	239648	402	325	18621	2211	21559	924	262131
October	5338	7	-	-	2302	28	1313	-	-	-	8953	35	8988	-	30	2924	492	3446	12	12446
November	3264	29	-	-	1217	-	-	-	-	-	4481	29	4510	5	38	2471	421	2935	-	7445
December	3059	39	-	-	1033	-	13	-	-	-	4105	39	4144	-	13	2598	430	3041	-	7185
Q_4	11661	75	-	-	4552	28	1326	-	-	-	17539	103	17642	5	81	7993	1343	9422	12	27076
TOTAL	91121	20816	10296	2186	33735	1590	36789	27586	138680	1508	310571	53686	364257	784	615	48867	6261	56527	1310	422094

SOURCES: Transport Companies, Alaska Highway Traffic Count (1972 Adjusted), Stats Canada

EXHIBIT #4

YUKON BORDER CROSSINGS 1983

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	Whitehorse Air	Watson Lake Air	Total Air	Whitehorse Train	All Ports Other Method	Total of Train Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1391	16	-	-	1013	-	-	-	N/A	N/A	2420	-	-	2877	600	3477	-	9		5906
February	1256	111	-	-	848	13	-	-	N/A	N/A	2228	1	-	2861	408	3270	-	3		5501
March	1976	111	-	-	1241	59	-	-	N/A	N/A	3387	9	48	3032	465	3554	-	6		6947
Q_1	4623	238	-	-	3102	72	-	-	N/A	N/A	8035	10	48	8770	1473	10301	-	18		18354
April	2890	129	-	-	2543	105	291	-	N/A	N/A	5958	11	26	3079	519	3635	-	21		9614
May	4815	454	248	58	2756	138	4032	786	11240	21	24548	28	26	3929	530	4513	-	102		29163
June	10369	5208	2373	339	4199	321	5682	4244	22099	386	55220	15	38	5798	611	6462	-	230		61912
Q_2	18074	5791	2621	397	9498	564	10005	5030	33339	407	85726	54	90	12806	1660	14610	-	353		100689
July	19783	7083	4226	1077	5848	635	9935	18507	42936	698	110728	23	229	7237	762	8251	-	466		119445
August	17637	5300	3560	763	5651	609	8009	8579	28864	586	79558	27	-	6158	820	7005	-	332		86895
September	9003	2640	771	221	2464	273	3634	4890	14629	169	38694	29	51	4527	633	5240	-	71		44005
Q_3	46423	15023	8557	2061	13963	1517	21578	31976	86429	1453	228980	79	280	17922	2215	20496	-	869		250345
October	4896	70	-	-	1798	28	818	80	N/A	N/A	7690	21	15	2767	379	3182	-	7		10879
November	2732	51	-	-	1062	4	-	-	N/A	N/A	3849	22	30	2536	466	3054	-	-		6903
December	2685	153	-	-	849	18	-	-	N/A	N/A	3705	9	6	2730	532	3277	-	2		6984
Q_4	10313	274	-	-	3709	50	818	80	N/A	N/A	15244	52	51	8033	1377	9513	-	9		24766
TOTAL	79433	21326	11178	2458	30272	2203	32401	37086	119768	1860	337985	195	469	47531	6725	54920	-	1249		394154

EXHIBIT #5

YUKON BORDER CROSSINGS 1982

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	White-horse Air	Watson Lake Air	Total Air	White-horse Train	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1248	23	-	-	1247	1	-	2	N/A	N/A	2521	4	-	3797	908	4709	53	-	53	7283
February	1081	43	-	-	830	-	-	4	N/A	N/A	1958	1	12	3730	579	4322	69	4	73	6353
March	1895	106	10	-	1642	-	-	2	N/A	N/A	3655	3	44	5005	740	5792	82	3	85	9532
Q_1	4224	172	10	-	3719	1	-	8	N/A	N/A	8134	8	56	12532	2227	14823	204	7	211	23168
April	2327	160	-	-	2538	5	122	37	N/A	N/A	5189	15	12	3794	733	4554	135	16	151	9894
May	4397	534	149	12	3052	93	4564	720	9354	20	22895	21	31	4312	698	5062	414	110	524	28481
June	8928	4353	1811	458	4810	588	5660	2714	18391	372	48085	34	33	6361	989	7417	3298	233	3531	59033
Q_2	15652	5047	1960	470	10400	686	10346	3471	27745	392	76169	70	76	14467	2420	17033	3847	359	4206	97408
July	15605	6628	4082	1130	5865	722	9453	4183	35732	674	84074	10	181	9067	1067	10325	4718	467	5185	99584
August	14231	6192	3124	1066	6401	642	7658	3922	24021	566	67823	20	159	7757	1192	9128	4465	281	4746	81697
September	8187	2228	753	215	2706	163	3528	1930	12175	163	32048	10	83	4644	800	5537	1858	144	2002	39587
Q_3	38023	15048	7959	2411	14972	1527	20639	10035	71928	1403	183945	40	423	21468	3059	24990	11041	892	11933	220868
October	4529	134	-	-	1838	16	1101	82	N/A	N/A	7700	19	15	2970	536	3540	36	13	49	11289
November	2158	103	-	-	1193	19	-	-	N/A	N/A	3473	13	6	2115	535	2669	-	11	11	6153
December	2153	66	-	-	711	5	-	-	N/A	N/A	2935	8	2	2731	493	3234	-	2	2	6171
Q_4	8840	303	-	-	3742	40	1101	82	N/A	N/A	14108	40	23	7816	1564	9443	36	26	62	23613
TOTAL	66739	20570	9929	2881	32833	2254	32086	13596	99673	1795	282356	158	578	56283	9270	66289	15128	1284	16412	365057

EXHIBIT #6

YUKON BORDER CROSSINGS 1981

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	White-horse	Watson Lake	Total Air	White-horse	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air		Train			
January	1051	60	-	-	958	1	-	-	N/A	N/A	2050	3	9	5284	920	6216	53	6	59	8325
February	909	17	-	-	900	2	-	-	N/A	N/A	1828	11	21	5298	723	6053	26	4	30	7911
March	1700	17	-	-	1466	1	-	2	N/A	N/A	3186	16	24	6184	1046	7270	10	8	18	10474
Q_1	3640	94	-	-	3324	4	-	2	N/A	N/A	7064	30	54	16766	2689	19539	89	18	107	26710
April	1634	157	-	-	2058	68	6	5	N/A	N/A	3928	15	20	5218	832	6085	93	25	118	10131
May	3202	646	407	19	2651	359	3951	268	8539	22	20064	12	74	6410	1295	7791	406	96	502	28357
June	7718	4263	2111	643	4921	296	5203	3924	16788	419	46286	11	104	8711	1484	10310	5329	222	5551	62147
Q_2	12554	5066	2518	662	9630	723	9160	4197	25327	441	70278	38	198	20339	3611	24186	5828	343	6171	100635
July	14877	7160	3696	978	6185	576	9621	5274	32617	759	81743	9	142	9975	1515	11641	4527	493	5020	98404
August	14556	7703	3807	1200	6947	662	8506	4511	21927	637	70456	36	228	11652	1606	13522	4616	514	5130	89108
September	7005	2687	939	190	2799	353	3491	2042	11114	184	30804	25	36	7327	1119	8507	1715	166	1881	41192
Q_3	36438	17550	8442	2368	15931	1591	21618	11827	65658	1580	183003	70	406	28954	4240	33670	10858	1173	12031	228704
October	3910	231	7	-	1911	11	1156	75	N/A	N/A	7301	1	45	5505	958	6509	135	93	228	14038
November	2172	131	-	-	1146	4	2	7	N/A	N/A	3462	14	7	4068	905	4994	21	3	24	8480
December	1950	128	-	-	818	2	7	1	N/A	N/A	2906	4	7	4318	899	5288	68	3	71	8205
Q_4	8032	490	7	-	3875	17	1165	83	N/A	N/A	13669	19	59	13891	2762	16731	224	99	323	30723
TOTAL	60664	23200	10967	3030	32760	2335	31943	16109	90985	2021	274014	157	717	79950	13302	94126	16999	1633	18632	386772

EXHIBIT #7

YUKON BORDER CROSSINGS 1980

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	Whitehorse Air	Watson Lake Air	Total Air	Whitehorse Train	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	945	1	-	-	685	-	2	2	N/A	N/A	1635	1	4	4599	986	5590	58	22	80	7305
February	830	2	-	-	813	1	-	5	N/A	N/A	1651	-	4	4999	833	5836	50	17	67	7554
March	1630	19	-	-	1028	1	1	5	N/A	N/A	2684	2	16	5755	1002	6775	84	29	113	9572
Q_1	3405	22	-	-	2526	2	3	12	N/A	N/A	5970	3	24	15353	2821	18201	192	68	260	24431
April	1897	65	-	-	1963	61	269	-	N/A	N/A	4255	17	11	4971	1082	6081	62	5	67	10403
May	3069	386	303	19	2570	43	2162	224	7763	15	16554	11	58	5791	1153	7013	663	82	745	24312
June	6165	3241	1558	1062	4365	491	4035	3622	15262	289	40090	13	203	8830	1340	10386	3149	162	3311	53787
Q_2	11131	3692	1861	1081	8898	595	6466	3846	23025	304	60899	41	272	19592	3575	23480	3874	249	4123	88502
July	10630	5498	3596	1154	5703	783	7119	4416	29652	523	69074	10	177	10848	1552	12587	4587	694	5281	86942
August	9755	4698	3271	1313	5561	814	7831	4257	19934	439	57873	34	259	10998	1560	12851	4561	813	5374	76098
September	5799	1712	298	266	2787	250	2795	2742	10104	127	26880	14	105	6492	1397	8008	2524	108	2632	37520
Q_3	26184	11908	7165	2733	14051	1847	17745	11415	59690	1089	153827	58	541	28338	4509	33446	11672	1615	13287	200560
October	3248	102	-	-	1827	65	329	128	N/A	N/A	5699	16	-	4505	966	5487	76	29	105	11291
November	2152	32	-	-	991	4	2	4	N/A	N/A	3185	4	26	4269	1018	5317	115	23	138	8640
December	1587	21	-	-	690	2	3	1	N/A	N/A	2304	1	-	3892	777	4670	38	4	42	7016
Q_4	6987	155	-	-	3508	71	334	133	N/A	N/A	11188	21	26	12666	2761	15474	229	56	285	26947
TOTAL	47,709	15775	9026	3814	28983	2515	24548	15406	82715	1393	231084	123	863	75949	13666	90601	15967	1988	17955	340440

EXHIBIT #8

YUKON BORDER CROSSINGS 1979

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	Whitehorse	Watson Lake	Total Air	Whitehorse	All Ports	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air		Train	Other Method		
January	2395	7	-	-	875	-	-	-	-	-	3277	13	4	4117	1008	5142	106	-	106	8525
February	1568	108	-	-	586	-	-	-	-	-	2262	1	9	3922	924	4856	102	-	102	7220
March	2734	77	-	-	1139	-	12	-	-	-	3962	-	37	5175	1124	6336	158	24	182	10480
Q_1	6697	192	-	-	2600	-	12	-	-	-	9501	14	50	13214	3056	16334	366	24	390	26225
April	2841	43	-	-	2485	-	19	-	-	-	5388	16	50	4812	1076	5954	231	3	234	11576
May	4577	451	310	19	2946	-	2661	385	7701	15	19065	26	31	5170	1134	6361	1261	74	1335	26761
June	10094	3094	3512	335	5239	118	4355	2999	15141	287	45174	17	153	7392	1502	9064	6727	255	6982	61220
Q_2	17512	3588	3822	354	10670	118	7035	3384	22842	302	69627	59	234	17374	3712	21379	8219	332	8551	99557
July	13076	5220	3998	103	4841	232	7100	4642	28417	519	69148	36	96	8460	1309	9901	9584	769	10353	89402
August	13318	4637	3635	189	4375	459	6995	4915	19776	436	58735	83	276	9055	1502	10916	7517	861	8378	78029
September	7411	2517	904	170	2505	40	3401	2631	10024	126	29729	45	56	5859	1292	7572	5171	158	5329	42310
Q_3	33805	12374	8537	462	11721	731	17496	12188	59217	1081	157612	164	428	23374	4103	28069	22272	1788	24060	209741
October	5238	40	-	-	1647	14	1062	92	-	-	8138	22	7	4141	966	5136	286	3	289	13563
November	1712	40	-	-	830	19	3	-	-	-	2604	7	5	1689	830	2531	92	12	104	5239
December	1323	6	-	-	734	-	6	-	-	-	2069	2	-	4806	912	5720	58	2	60	7849
Q_4	8318	86	-	-	3211	33	1071	92	-	-	12811	31	12	10636	2708	13387	436	17	453	26652
TOTAL	66332	16740	12359	816	28202	882	25614	15664	82059	1383	249551	268	724	64598	13579	79169	31293	2161	33454	362174

EXHIBIT #9

YUKON BORDER CROSSINGS 1978

PERSONS ENTERING YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total	Beaver Creek	Dawson	Whitehorse	Watson Lake	Total	Whitehorse	All Ports	Total of	Total all
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Hwy.	Air	Air	Air	Air	Air	Train	Other Method	Train & Others	modes
January	1276	8	-	-	1166	-	11	-	-	-	2461	7	23	3709	960	4699	107	-	107	7267
February	1411	11	-	-	1318	-	8	-	-	-	2748	-	14	3644	880	4538	187	3	190	7476
March	2198	53	-	-	1398	-	9	-	-	-	3658	4	60	4988	1070	6122	222	20	242	10022
Q_1	4885	72	-	-	3882	-	28	-	-	-	8867	11	97	12341	2910	15359	516	23	539	24765
April	3360	160	6	-	2257	3	19	-	-	-	5805	28	29	4276	1025	5358	289	-	289	11452
May	4306	49	429	24	4240	75	49	-	9061	18	18251	1	30	4903	1080	6014	1052	22	1074	25339
June	9962	2091	2308	339	5791	191	509	-	17814	338	39343	24	63	6971	1430	8488	5542	128	5670	53501
Q_2	17628	2300	2743	363	12288	269	577	-	26875	356	63399	53	122	16150	3535	19860	6883	150	7033	92092
July	14607	3300	5408	457	8473	395	974	-	34609	611	68834	31	189	8812	1247	10279	13028	285	13313	92226
August	17261	3044	4358	539	6426	434	756	-	23266	514	56598	11	200	11095	1430	12736	12026	222	12248	81582
September	10019	1464	992	191	3780	170	503	90	11794	149	29152	57	49	5568	1230	6904	6441	159	6600	42656
Q_3	41887	7808	10758	1187	18679	999	2233	90	69669	1274	154584	99	438	25475	3907	29919	31495	666	31961	216464
October	5942	256	-	-	2086	-	143	33	-	-	8460	24	-	3947	920	4891	263	10	273	13624
November	4619	10	-	-	968	-	111	-	-	-	5708	5	40	1884	790	2719	48	-	48	8475
December	2327	16	-	-	867	-	195	-	-	-	3405	-	5	4970	868	5843	37	-	37	9285
Q_4	12888	282	-	-	3921	-	449	33	-	-	17537	29	45	10801	2578	13453	348	10	358	31384
TOTAL	77288	10462	13501	1550	38770	1268	3287	123	96544	1630	244423	192	702	64767	12930	78591	39242	849	39891	362905

EXHIBIT #10

YUKON BORDER CROSSINGS 1977

PERSONS ENTERING, YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek Air	Dawson Air	Whitehorse Air	Watson Lake Air	Total Air	Whitehorse Train	All Ports Other Method	Total of Train & Others	Total all Modes
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus										
January	1490	36	-	-	1851	-	5	-	-	-	3382	10	5	3335	964	4314	87	23	110	7805
February	1482	67	-	-	1430	-	6	-	-	-	2985	-	18	3657	877	4552	172	16	188	7726
March	2292	307	15	-	1755	78	7	-	-	-	4454	8	23	3788	1004	4823	223	64	287	8906
Q_1	5264	410	15	-	5036	78	18	-	-	-	10821	18	46	10780	2845	13689	482	105	587	25097
April	2557	93	-	-	2361	17	11	-	-	-	5039	5	3	3826	944	4778	400	62	462	10279
May	3659	506	368	-	3291	93	92	-	7700	189	15898	4	12	4168	953	5137	2512	124	2636	23671
June	7211	2337	1589	417	3843	153	706	34	12895	378	29563	6	75	5295	1165	6541	8242	111	8353	44457
Q_2	13427	2936	1957	417	9495	263	809	34	20595	567	50500	15	90	13289	3062	16456	11154	297	11451	78407
July	13359	2040	4517	599	3397	187	679	-	31652	378	56808	11	397	7552	1202	9162	12481	254	12735	78705
August	9885	2239	3840	366	5689	273	714	40	9455	378	32879	10	410	6571	1321	8312	14070	186	14256	55447
September	5973	1860	1116	36	2684	142	203	-	7031	189	18234	10	52	4945	1421	6438	9613	56	9669	34331
Q_3	29217	6139	8473	1001	11770	602	1596	40	48138	945	107921	31	859	19068	3944	23902	36164	496	36660	168483
October	4505	60	75	-	1761	77	17	-	-	-	6495	6	4	3964	1019	4993	534	11	545	12033
November	2846	25	-	-	783	7	6	-	-	-	3667	4	-	3227	765	3990	141	2	143	7800
December	2538	17	-	-	718	-	4	-	-	-	3277	4	12	3507	1400	4923	134	-	134	8334
Q_4	9889	102	75	-	3262	84	27	-	-	-	13435	14	16	10692	3184	13906	809	13	822	28167
TOTAL	57797	9587	10520	1418	29563	1027	2450	74	68733	1512	180681	78	1011	53829	13035	67953	48609	911	49520	300154

EXHIBIT #11

YUKON BORDER CROSSINGS 1976

PERSONS ENTERING, YUKON - MONTH/MODE/PORT OF ENTRY

MONTH	Beaver Creek		Dawson		Pleasant Camp		Whitehorse		Watson Lake		Total Hwy.	Beaver Creek	Dawson	Whitehorse	Watson Lake	Total	Whitehorse	All Ports	Total of Train	Total all
	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus	Auto	Bus		Air	Air	Air	Air	Air	Train	Other Method	Others	Modes
January	1554	31	-	-	1152	-	20	-	115	-	2872	2	3	3162	972	4139	358	-	358	7369
February	1547	10	-	-	1761	-	6	-	92	-	3416	8	15	3354	747	4124	126	-	126	7666
March	2236	30	-	-	1712	1	13	-	101	-	4093	6	38	3337	951	4332	206	8	214	8639
Q_1	5337	71	-	-	4625	1	39	-	308	-	10381	16	56	9853	2670	12595	680	8	698	23674
April	2580	94	2	-	2456	70	13	-	187	-	5402	4	12	3847	843	4706	354	16	370	10478
May	4757	566	325	-	3181	176	71	-	5771	202	15049	13	20	4464	921	5418	2332	30	2362	22802
June	8692	1865	1600	266	4641	323	590	-	15668	404	34049	12	60	4399	684	5155	8425	95	8520	47670
Q_2	16029	2525	1927	266	10278	569	674	-	21626	606	54500	29	92	12710	2448	15279	11111	141	11252	80950
July	13844	3142	4273	305	6456	379	1024	-	27310	404	57137	9	152	7469	993	8623	12468	203	12671	78377
August	13412	2857	3916	379	5189	298	661	-	15758	404	42874	9	103	7351	1208	8671	11636	187	11823	63314
September	7957	1515	832	4	2795	7	225	-	5628	202	19165	0	-	4839	1242	6081	6455	16	6471	31690
Q_3	35213	7514	9021	688	14440	684	1910	-	48696	808	118974	18	255	19659	3443	23375	30559	406	30965	173381
October	4808	67	138	-	2149	5	43	28	155	-	7393	6	13	3023	1081	4123	327	19	346	11862
November	3343	28	-	-	1429	1	17	-	75	-	4893	2	12	2878	1005	3897	111	5	116	8906
December	2597	64	-	-	999	-	-	-	78	-	3738	5	8	3353	793	4159	57	5	62	7959
Q_4	10748	159	138	-	4577	6	60	28	308	-	16024	13	33	9254	2879	12179	495	29	524	28727
TOTAL	67327	10269	11086	1014	33920	1260	2683	28	70938	1414	199939	76	436	51476	11440	63428	42855	584	43439	306792

EXHIBIT #12